

ABSTRACT OF THE DISCLOSURE

5 The color liquid crystal display device of the  
present invention has at least a liquid crystal display  
part, and light sources for irradiating the liquid  
crystal display part with lights of three primary  
10 colors, respectively, and performs display of one frame  
by respective fields of three primary colors and a  
white field displayed with a mixture of the three  
primary colors in the liquid crystal display part,  
wherein the device further comprises: means for  
15 comparing brightness levels of inputted three primary  
color signals for one frame with each other to define a  
maximum value thereof as a brightness level of a white  
signal for one frame; means for setting a proportion of  
the brightness level of the white signal to be  
20 displayed in the white field; and a light source  
driving part for driving the light sources of the three  
primary colors so that the white field emits light  
depending on the brightness level of the white signal  
and the proportion.

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